ORDER

Orders Order / Rev: 104403 Alt Order #: 06832083 Product Desc: HELLER FOR SENATE Estimate: Flight Dates: 10/10/12 - 10/16/12 Primary AE: Amy McCreary Original Date / Rev: 07/18/12 / 07/18/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Heller, Dean for U.S. Senate Demographic: A35+ New Business Thru: Product Codes: PLC01 Order Separation: 00:15:00 SELECT PRIORITY CODE Priority: Advertiser External ID: POLITICAL/AGY, PCAN, GEN Revenue Codes: Agency External ID:

Rill	Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	133	\$80,325.00	\$68,276.25

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	133	\$80,325.00	\$68,276.25	0.00
Totale	133	\$80,325,00	\$68 276 25	0.00

Account Executives

11000ant Excountred				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amv McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$80,325.00
Market	100%	\$276,982.76

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$72,015.52
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$49,856.90
KTUD	1%	\$2,769.83
KVVU	24%	\$66,475.86
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$5,539.66

Lr	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
E .	KSNV	10/10/12	10/12/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	~~WTF	:30	6	\$300.002	0.00 NM	6	\$1,800.00
				M-F 5-6a WakeU	p w/Wagners								
	NEWS				_								
	<u>Star</u>	rt Date E	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
1	Neek: 10/0	08/12 1	10/14/12	WTF	6	\$300.00	0.00						

Print Date: 07/18/12 10:12:15 Page 2 of 6

Order / Řev:

104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#:

06832083

Product Desc;

HELLER FOR SENATE

Flight Dates:

10/10/12 - 10/16/12

Estimate:

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
E 1 KSNV	10/10/1	2 10/12/12	M-F 5-6a WakeUp M-F 5-6a WakeU	MgsW/w c	5-6a	WTF	:30	6	\$300.002	0.00 NM	6	\$1,800.00
NEWS	rt Data	End Data			Data	Datin-						
<u>Sta</u> Week: 10/	<u>rt Date</u> 08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> WTF	Spots/Week 6	Rate \$300.00	Rating 0.00						
E 2 KSNV	10/15/1	2 10/16/12	M-F 5-6a WakeUp M-F 5-6a WakeU	-	5-6a	MT	:30	4	\$300.002	0.00 NM	4	\$1,200.00
NEWS			IVITI OTOR VVANCO	p www.agiteis						ŀ		
<u>Sta</u> Week: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$300.00	Rating 0.00						
,			M-F 6-7a WakeU	_	6-7a	MT	:30	4	\$450.002	0.00 NM	4	\$1,800.00
NEWS			M-F 6-7a WakeU	p w/vvagners								
<u>Sta</u> Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$450.00	Rating 0.00						
			M-F 6-7a WakeU		6-7a	~-WTF	:30	6	\$450.002	0.00 NM	6	\$2,700.00
NEWS			M-F 6-7a WakeU	p w/Wagners								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				i		
Week: 10/ E 5 KSNV		2 10/14/12	WTF Today Show	CM	\$450.00 658a-9am	0.00 WTF	:30	6	\$600.002	0.00 NM	6	\$3,600.00
		2 (0/(2/12	Today Show	Civi	0304-94111		.50	U	φ000.002	0.00 14141	Ü	φο,000.00
TODAY Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	08/12	10/14/12	WTF	6	\$600.00	0.00						
E 6 KSNV	10/15/1	2 10/16/12	Today Show Today Show	CM	658a-9am	MT	:30	4	\$600.002	0.00 NM	4	\$2,400.00
TODAY		- 15.										
<u>Sta</u> Week: 10/	<u>rt Date</u> 15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$600.00	Rating 0.00						
E 7 KSNV	10/15/1	2 10/16/12	M-F Today Show		9-10a	МТ	:30	2	\$275,002	0.00 NM	2	\$550.00
TODAY	2		M-F Today Show	u								
<u>Sta</u> Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
			M-F Today Show		9-10a	WTF	:30	3	\$275.002	0.00 NIM	3	\$825.00
TODAY	' 2		M-F Today Show	Ш								
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	WTF M-F Today Show	III 4th PAM	\$275.00 10am-11am	0.00 WTF	:30	3	\$225.002	0.00 NM	3	\$675.00
		12 10/12/12	Today 4th Hour	III TUK KANI	TOBITI-TTEIT	WII	.00	3	Ψ223.002	0.00 14141	3	φ010.00
TODAY Sta	′ ∖3 ırt <u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/08/12	10/14/12	WTF	3	\$225.00	0.00						
E10 KSNV	10/15/1	12 10/16/12	M-F Today Show Today 4th Hour	III4thB9M	10am-11am	MT	:30	2	\$225.002	0.00 NM	2	\$450.00
TODAY		F 15 (0 (45)	5.1	D. ()						
Sta Week: 10	<u>ırt Date</u> /15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> MT	Spots/Week 2		<u>Rating</u> 0.00						
E 11 KSNV	10/15/1	12 10/16/12	Rachael Ray	СМ	11am-12pm	MT	:30	2	\$225.002	0.00 NM	2	\$450.00
RR			Rachael Ray									
	art Date	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 2		Rating				}		
Week: 10, E12 KSNV			Rachael Ray	CM	\$225.00 11am-12pm	0.00 WTF	:30	3	\$225.002	0.00 NM	3	\$675.00
RR			Rachael Ray		·							
<u>S</u> ta	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10		10/14/12	WTF	3 CM	•	0.00	-20	2	¢275.002	0.00 NM	s	ቀ ዕብድ ለሳ
= 10 VOINA	10/10/	12 10/12/12		CIVI	12-1230pm	WTF	:30	3	\$275,002	0.00 NM	3	\$825.00

Print Date: 07/18/12 10:12:15 Page 3 of 6

KSNV

Order / Řev:

104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#: Flight Dates:

06832083

10/10/12 - 10/16/12

Product Desc:

HELLER FOR SENATE

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
			Noon News Noon News									
NEWS			110011110110									
	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/ E14 KSNV		10/14/12	Noon Nove	CM	\$275.00	0.00	.00		4075.44	0.00 1111	_	
L 14 KONV	10/10/1	12 10/10/12	Noon News	CIVI	12-1230pm	MT	:30	2	\$275.002	0.00 NM	2	\$550.00
NEWS												
· · · · · · · · · · · · · · · · · · ·	rt Date	End Date	<u>Weekdays</u> MT	Spots/Week	Rate	<u>Rating</u>						
Week: 10/ E15 KSNV		10/21/12	7104)pm CM	\$275.00 1230-1p	0.00 MT	:30		#005 000	0.00 NB4		* 450.00
L TO ROTT	10/10/1	2 10/10/12	The Agenda 1230	-	1230-1p	V	:30	2	\$225.002	M/ 00.0	2	\$450.00
AGEND			_	,								
<u>Sta</u> Week: 10/	rt <u>Date</u>	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 2	Rate	Rating						
			The Agenda 1230		\$225.00 1230-1p	0.00 WTF	:30	3	\$225.002	0.00 NM	3	<u> </u>
			The Agenda 1230		1200 Ip	W11	.50	3	ψ ΖΖ Ο.002	U.UU INIVI	3	\$675.00
AGEND		E 15 (
Sta Week: 10/	<u>rt Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$225.00	Rating 0.00						
E 17 KSNV				-	1258p-2pm	WTF	:30	3	\$275.002	0.00 NM	3	\$825.00
			Days of our Lives		,,,		.00	J	Ψ210.002	0.00 14141		ψ020.00
DAYS	D-4-	Cod Data	NAT- deleter									
<u>5ta</u> Week: 10/	<u>rt Date</u> 08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$275.00	Rating 0.00					İ	
E 18 KSNV				·	1258p-2pm	MT	:30	2	\$275.002	0.00 NM	2	\$550.00
D.41/0			Days of our Lives	,					+	0.00 11,0,		Ψοσο,σο
DAYS Sta	rt Date	End Date	<u>Weekdays</u>	Cnoto Mack	Doto	Detine						
Week: 10/		10/21/12	MT	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
E 19 KSNV	10/15/1	2 10/16/12	The Doctors	СМ	2pm-3pm	MT	:30	2	\$225.002	0.00 NM	2	\$450.00
DRS			The Doctors									
	rt Date	End Date	<u>We</u> ekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	MT	2	\$225.00	0.00						
E 20 KSNV	10/10/1	2 10/12/12	The Doctors	СМ	2pm-3pm	WTF	:30	3	\$225.002	0.00 NM	3	\$675.00
DRS			The Doctors									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	WTF	3	\$225.00	0.00						
E21 KSNV	10/10/1	2 10/12/12		СМ	3-4p	WTF	:30	3	\$300.002	0.00 NM	3	\$900.00
PHIL			Dr Phil									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/14/12	~-WTF	3	\$300.00	0.00						
E22 KSNV	10/15/1	2 10/16/12		СМ	3-4p	MT	;30	2	\$300,002	0.00 NM	2	\$600.00
PHIL			Dr Phil									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	MT~~~~	2	\$300.00	0.00					İ	
E 23 KSNV	10/15/1	2 10/16/12	NEWS 3 at 4 (1 h		4-5pm (4:00 PM-4:30	MT~~~-	:30	2	\$450.002	0.00 NM	2	\$900.00
NEWS			41 W NEWO (1 110	our)	(4.00 F W-4.50	O FIVI)					I	
•	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					I	
Week: 10/		10/21/12	MT	2	\$450.00	0.00					I	
EZ4 NONV	10/10/1	2 10/12/12	NEWS 3 at 4 (1 h		4-5pm (4:00 PM-4:30	WTF 0 PM\	:30	3	\$450.002	0.00 NM	3	\$1,350.00
NEWS				,	, 1,00 F M 7,00	~,					I	
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					I	
Week: 10/ E 25 KSNV		2 10/12/12	WTF	CM	\$450.00	0.00	(20		\$450,000	0.00 111		#4 252 25
- 20 KOI4V	19/19/1	F 101 (A/12		OIAI	4-5pm	WIF	:30	3	\$450.002	0.00 NM	3	\$1,350,00

Print Date: 07/18/12 10:12:15 Page 4 of 6

KSNV

Order / Řev:

104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832083

Product Desc:

HELLER FOR SENATE

Flight Dates: 10/10/12 - 10/16/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount NEWS 3 at 4 (1 HOUR)

	NEWS 3 at 4 (1 F		/4:00 DM 5:0	0.000						
NEWS	4PM NEWS (1 ho	our)	(4:30 PM-5:0	O PIM)						
<u>Start Date</u> <u>End</u> Week: 10/08/12 10/14		Spots/Week	<u>Rate</u> \$450.00	Rating 0.00				1		
E 26 KSNV 10/15/12 10/			4-5pm	MT	:30		\$450.002	0.00 NM	2	\$900.00
NEWS	4PM NEWS (1 ho		(4:30 PM-5:0		.00		φ100.002	0.00 110	2	ψ900.00
<u>Start Date</u> <u>End</u> Week: 10/15/12 10/2		Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
E 27 KSNV 10/15/12 10/	6/12 M-F Early News	CM	5-630p	MT	:30	4	\$900.002	0.00 NM	4	\$3,600.00
NEWS	M-F Early News		·				,		r	73,000.00
<u>Start Date</u> <u>End</u> Week: 10/15/12 10/2		Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00						
E 28 KSNV 10/10/12 10/	2/12 M-F Early News	СМ	5-630p	~-WTF	:30	6	\$900,002	0.00 NM	6	\$5,400.00
NEWS	M-F Early News									
Start Date End		Spots/Week	Rate	Rating						
Week: 10/08/12 10/14 E 29 KSNV 10/10/12 10/1	·········	6 CM	\$900.00	0.00	-00		Amma 000	2 22 1114	_	
JEP/WHEEL	2/12 M-F Jeop/Wheel M-F Jeopardy/Wh	CM seel of Fortune	630-730pm e	WTF	:30	6	\$750.002	0.00 NM	6	\$4,500.00
Start Date End	Date Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14		6	\$750.00	0.00						
E 30 KSNV 10/15/12 10/	6/12 M-F Jeop/Wheel M-F Jeopardy/Wh	CM eel of Fortune	630-730pm	MT	:30	4	\$750.002	0.00 NM	4	\$3,000.00
JEP/WHEEL	,									
Start Date End Week: 10/15/12 10/2		Spots/Week 4	<u>Rate</u> \$750.00	<u>Rating</u> 0.00						
E 31 KSNV 10/15/12 10/			730-758pm	MT	:30	2	\$450.002	0.00 NM	2	\$900.00
FACE	Face to Face w/ J	.Raiston								
Start Date End	Date Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12 10/2		2	\$450.00	0.00						
E 32 KSNV 10/10/12 10/			730-758pm	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
FAOR	Face to Face w/ J	.Ralston								
FACE <u>S</u> tart Date End l	<u>Date Weekdays</u>	ChatalMaak	Data	Dation						
Week: 10/08/12 10/14		Spots/Week 3	<u>Rate</u> \$450.00	<u>Rating</u> 0.00						
E 33 KSNV 10/11/12 10/			11pm-1135p		:30	1	\$775,002	0.00 NM	1	\$775.00
NEWS	M-F News 3 at Ele	even					,,,,,,,,		·	4,,,,,,,
Start Date End		Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12 10/14		1	\$775,00	0.00						
E 34 KSNV 10/15/12 10/	5/12 M-F News 3 at Ele M-F News 3 at Ele		11pm-1135p	m M	:30	1	\$775.002	0,00 NM	1	\$775.00
NEWS	. ,									
<u>Start Date</u> <u>End l</u> Week: 10/15/12 10/21		Spots/Week	<u>Rate</u> \$775.00	Rating 0.00						
E 35 KSNV 10/15/12 10/2		CM	1135p-1237a		:30	2	\$275.002	0.00 NM	2	\$550.00
TON SHOW	Tonight Show	OW	1100p-1207	, P-11	.50	2	φ213.002	0.00 NW	2.	φ990,00
<u>Start Date</u> <u>End I</u> Week: 10/15/12 10/21		Spots/Week 2	<u>Rate</u> \$275,00	Rating 0.00						
E36 KSNV 10/10/12 10/1			1135p-1237a	····	:30	3	\$275.002	0.00 NM	3	\$825.00
TON SHOW	Tonight Show			_		-	,		v	ŢDE0.00
<u>Start Date</u> <u>End I</u> Week: 10/08/12 10/14		Spots/Week 3	<u>Rate</u> \$275.00	Rating 0.00						
E.37 KSNV 10/16/12 10/1	6/12	CM	8-9pm	-T	:30	1	\$2,400.002	0.00 NM	1	\$2,400.00
								•		

Print Date: 07/18/12 10:12:15 Page 5 of 6

KSNV

Order / Řev:

104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832083

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/10/12 - 10/16/12

Estimate:

Inventory Code Break Start/End Time Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots Amount Tues PR 8-9p Tuesday Prime 8-9pm VOCIE Start Date **End Date** Weekdays Spots/Week Rate Rating -T----10/21/12 \$2,400.00 Week: 10/15/12 0.00 E 38 KSNV 10/11/12 10/11/12 Thurs PR 10-11p :30 1 \$2,100.002 0.00 NM \$2,100.00 CM 10-11pm Thursday Prime 10-11pm **ROCK CENTER** Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 ---T---\$2,100.00 0.00 1 E 39 KSNV 10/12/12 10/12/12 Fri 10-11p :30 1 \$2,100,002 0.00 NM \$2,100.00 CM 10-11pm ----F--Friday Prime 10-11pm DATELINE Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating Week: 10/08/12 10/14/12 ----F--\$2,100.00 0.00 11pm-1135pm E40 KSNV 10/13/12 10/14/12 Sa-Su News 3 at ElevenCM :30 \$750.002 0.00 NM \$1,500.00 ----SS Sa-Su News 3 at Eleven **NEWS** Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/08/12 10/14/12 ----SS \$750.00 0.00 E 41 KSNV 10/13/12 10/13/12 News 3 Sunrise - SATURIM ----S-:30 \$225.002 0.00 NM \$225.00 6a-7a News 3 Sunrise SATURDAY **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 10/14/12 ----S-Week: 10/08/12 \$225.00 0.00 E 42 KSNV 10/13/12 10/13/12 Saturday Today CM 7a-9am ----S-:30 \$325.002 0.00 NM \$325.00 Saturday Today SAT TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$325.00 0.00 E 43 KSNV 10/13/12 10/13/12 News 3 Today - SATURIDM 9am-930am ----S-:30 \$300.002 0.00 NM \$300.00 1 News 3 Today - SAT **NEWS** Start Date **End Date** Weekdays 1 4 1 Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----S-\$300.00 0.00 E 44 KSNV 10/13/12 10/13/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$450.002 0.00 NM 2 \$900.00 Sa-Su Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 10/14/12 ----S-\$450.00 0.00 Week: 10/08/12 630-730pm E 45 KSNV 10/13/12 10/13/12 Weekend Jeopardy/Whe@M :30 \$375.002 0.00 NM \$375.00 ----5-WKND Jeop/Wheel **JEPWHEEL** Start Date End Date Weekdays Spots/Week Rate Rating \$375.00 Week: 10/08/12 10/14/12 0.00 \$750.002 0.00 NM E 46 KSNV 10/13/12 10/13/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 \$750.00 Saturday Night Live SNL Rating Start Date End Date **Weekdays** Spots/Week <u>Rate</u> Week: 10/08/12 10/14/12 \$750.00 0.00 ----s E 47 KSNV 10/14/12 10/14/12 News 3 Sunrise - SUND&M :30 \$225.002 0.00 NM \$225.00 News 3 Sunrise SUNDAY **NEWS** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$225,00 0.00 ----S :30 \$500.002 0.00 NM \$500.00 E 48 KSNV 10/14/12 10/14/12 Sunday Today CM 7a-8am Sunday Today SUN TODAY Rating Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Week: 10/08/12 10/14/12 \$500.00 0.00 E49 KSNV 10/14/12 10/14/12 CM 8a-9am ----5 :30 1 \$1.900.002 0.00 NM \$1,900,00

Print Date: 07/18/12 10:12:15 Page 6 of 6

KSNV

Totals

133

\$80,325,00

Order / Rév: 104403 Advertiser: Heller, Dean for U.S. Senate

Alt Order #: 06832083 Product Desc: HELLER FOR SENATE

Estimate:

Flight Dates:

Start Date

Week: 10/08/12

End Date

10/14/12

<u>Weekdays</u>

----S

Spots/Week

10/10/12 - 10/16/12

Inventory Code Break Start/End Time Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots Amount Meet the Press Meet the Press MTP Start Date **End Date** Weekdays Spots/Week Rate Rating ----S 10/14/12 0.00 Week: 10/08/12 1 \$1,900.00 ----S E 50 KSNV 10/14/12 10/14/12 News 3 Today Wknd 9a-930am :30 \$250,002 0.00 NM \$250.00 CM News 3 Today **NEWS** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week; 10/08/12 10/14/12 ----S \$250.00 0.00 E 51 KSNV 10/14/12 10/14/12 Chris Matthews 9:30AM SM 9:30a-10a :30 \$375,002 0.00 NM ----S \$375.00 Chris Matthews SUN 9:30am CM Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating Week: 10/08/12 10/14/12 ----S \$375.00 0.00 E 52 KSNV 10/14/12 10/14/12 NFL Pre-Game / FNA 1p-530pm :30 \$1,600.002 0.00 NM \$1,600.00 CM ----S NFL Pre-Game **FNIA** End Date Spots/Week Start Date Weekdays Rating <u>Rate</u> Week: 10/08/12 10/14/12 ----S \$1,600.00 0.00 E 53 KSNV 10/14/12 10/14/12 NFL Football 1P-9PM ----S :30 1 \$8,000,002 0.00 NM \$8,000.00 CM NFL Football SNF Rating Start Date End Date Weekdays Spots/Week Rate 10/14/12 ----S Week: 10/08/12 \$8,000.00 0.00 E 54 KSNV 10/14/12 10/14/12 NFL End of Game BreakCM ----S :30 1 \$6,500.002 0.00 NM \$6,500.00 NFL End of Game Break **NFL POSTGAME** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----S \$6,500.00 0.00 E 55 KSNV 10/14/12 10/14/12 Sports Night in Las VegaGM Sun 1135p-1200a -----S :30 \$200.002 0.00 NM \$200.00 1 Sports Night in Las Vegas SPORTS NIGHT

Rating

0.00

Rate

\$200,00